

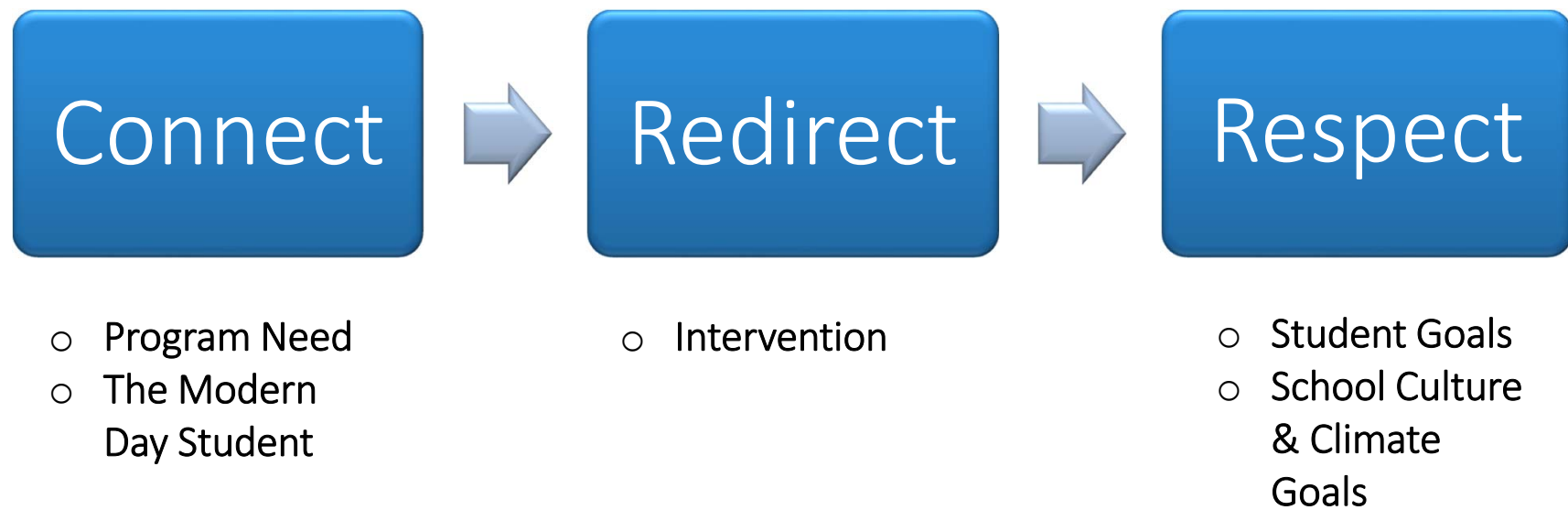
# Connect and Redirect to Respect (CRR)



# Background

- Over the past 4 years, Chicago Public Schools (CPS) has moved to a proactive strategy that allows the Office of Safety and Security to pre-empt threats of violence or risks to school safety.
- Similar to most urban school districts around the county, social media has played an increased role in perpetuating violence that impacts youths attending CPS.
  - Within Chicago, social media activity has often led to a climate of fear within schools, school disruptions or even actual violence.
- In the past, social media only represented approx. 10% of tips that our team could use to pre-empt threats of violence.
- Thanks to the generous NIJ grant, the CRR initiative has now increased the availability of social media tips to **20%** of our total tips and that number continues to rise.

# Program Model



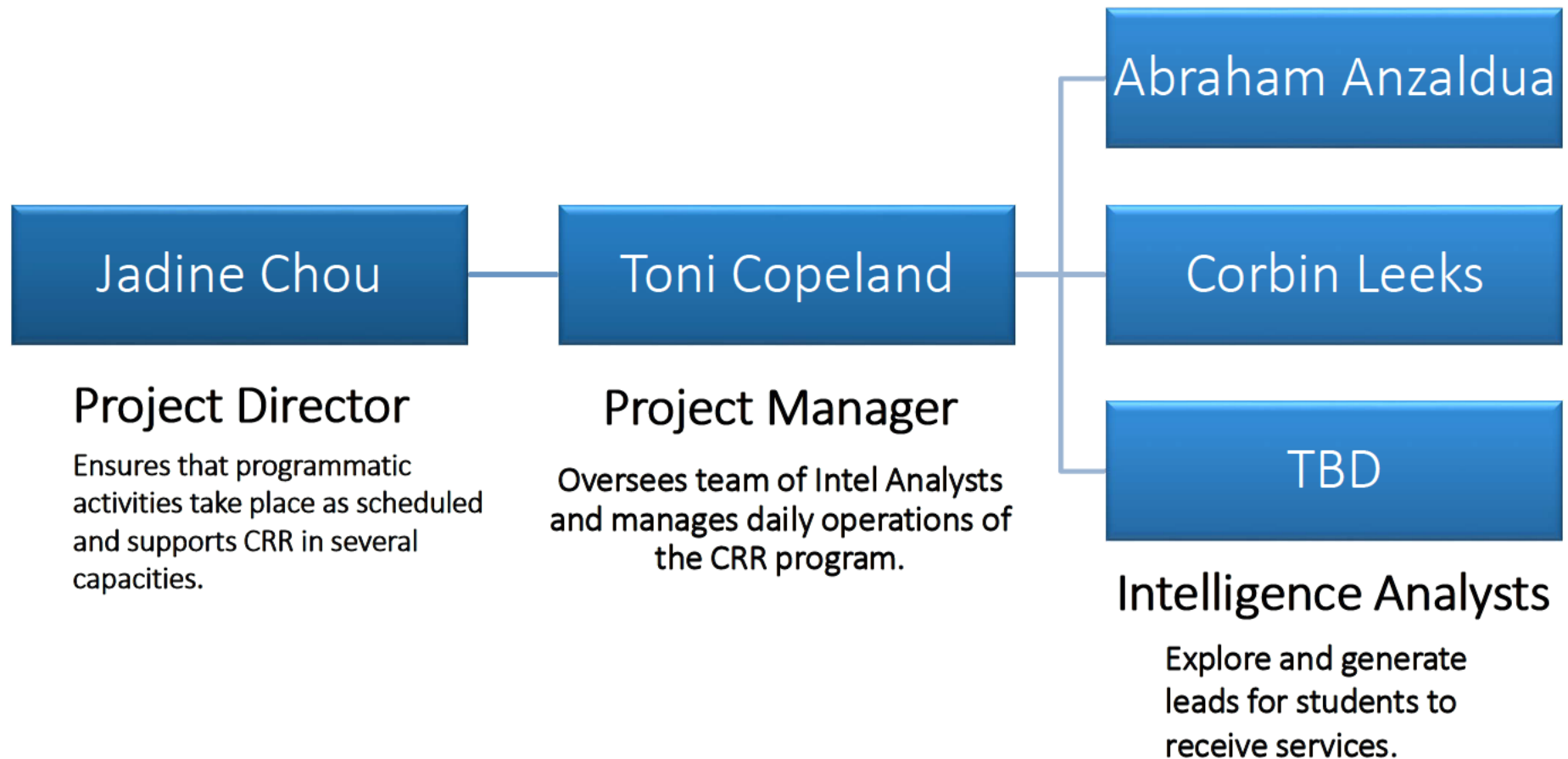
# CRR Program Description

- Connect and Redirect to Respect (CRR) uses social media monitoring to identify students most in need of remediation, link these students to the district's Safety Team and CPD's Gang School Safety Team and refer students to ongoing social-emotional interventions.
- Social media monitoring allows for an increased and more accurate identification of students who are at highest risk.
- Key components of this program:
  1. Identification using Social Media Monitoring Software, Dunami
  2. Interventions
  3. Tracking
  4. Evaluation
  5. Feedback Loop

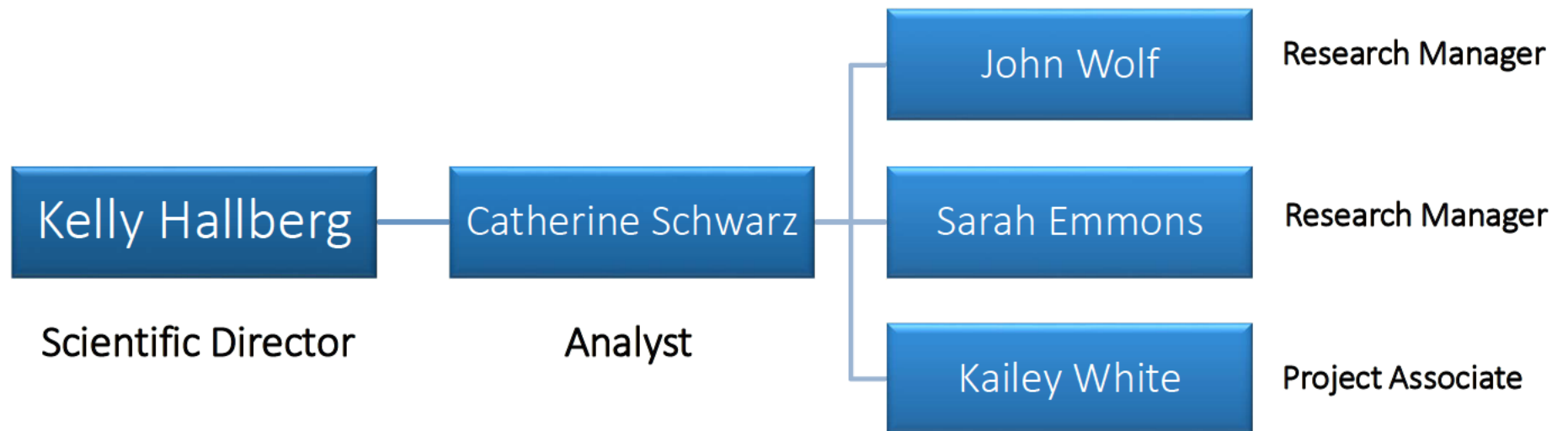
## Program Structure - Organizations

- Chicago Public Schools
- University of Chicago Crime Lab
- Gang School Safety Team
- Office of Social & Emotional Learning
- Schools

# Chicago Public Schools Team



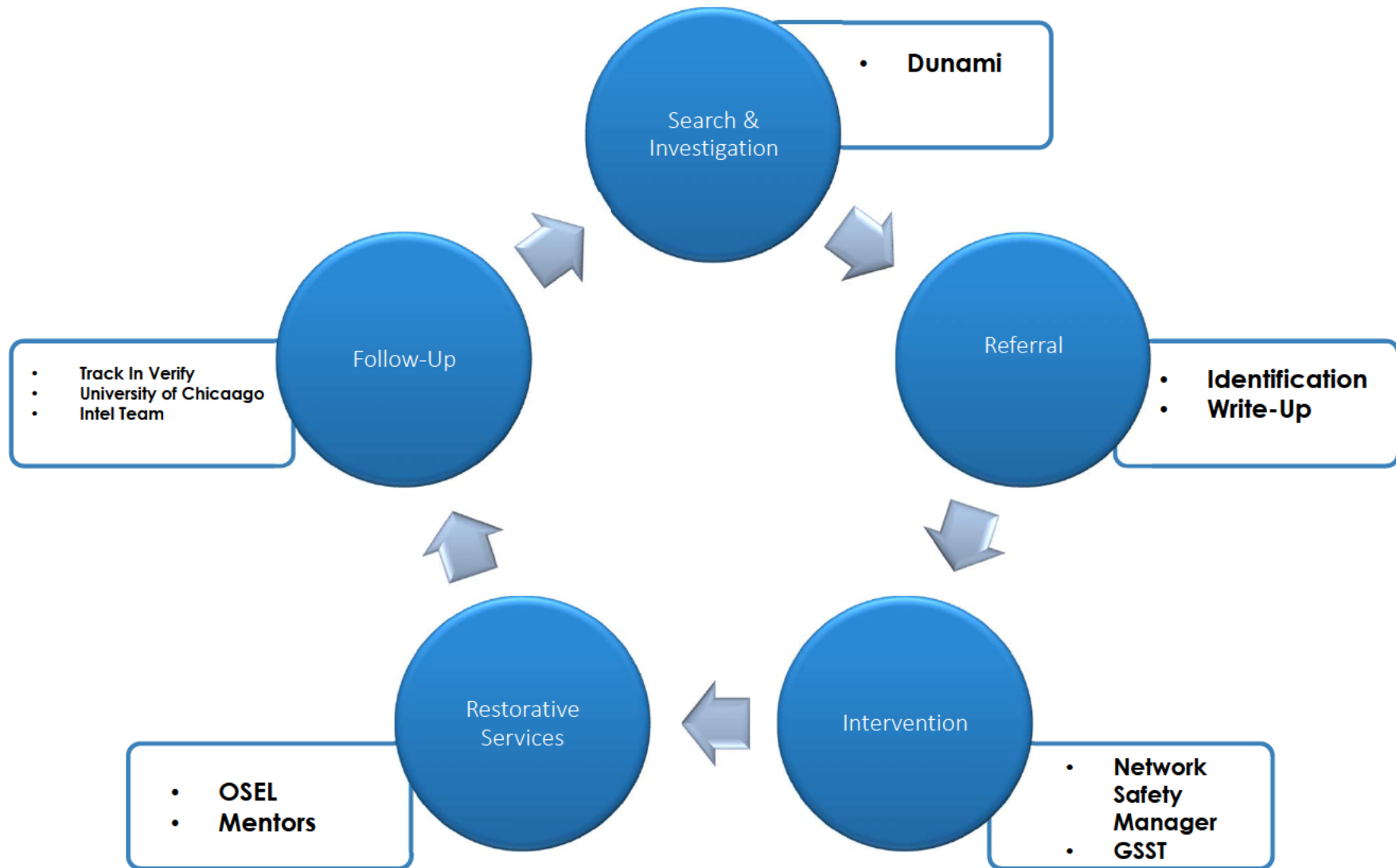
# University of Chicago Team



# Program Schools – Year One

<b>Treatment Schools</b>	<b>Control Schools</b>
Arthur R Ashe Elementary School	Sir Miles Davis Magnet Elementary Academy
Carrie Jacobs Bond Elementary School	Robert Nathaniel Dett Elementary School
Milton Brunson Math & Science Specialty Elementary School	Edward K Ellington Elementary School
Charles W Earle Elementary School	Scott Joplin Elementary School
Helen M Hefferan Elementary School	Genevieve Melody Elementary School
George Leland Elementary School	Adam Clayton Powell Paideia Community Academy Elementary School
Lenart Elementary Regional Gifted Center	Spencer Technology Academy
George Manierre Elementary School	Laura S Ward Elementary School
Amandla Charter High School	Bowen High School
Hyde Park Academy High School	Roberto Clemente Community Academy High School
Christian Fenger Academy High School	David G Farragut Career Academy High School
Percy L Julian High School	Hope College Preparatory High School
Manley Career Academy High School	John Marshall Metropolitan High School
Paul Robeson High School	Ellen H Richards Career Academy High School
Roger C Sullivan High School	TEAM Englewood Community Academy High School
William Howard Taft High School	Edward Tilden Career Community Academy High School

# The Process



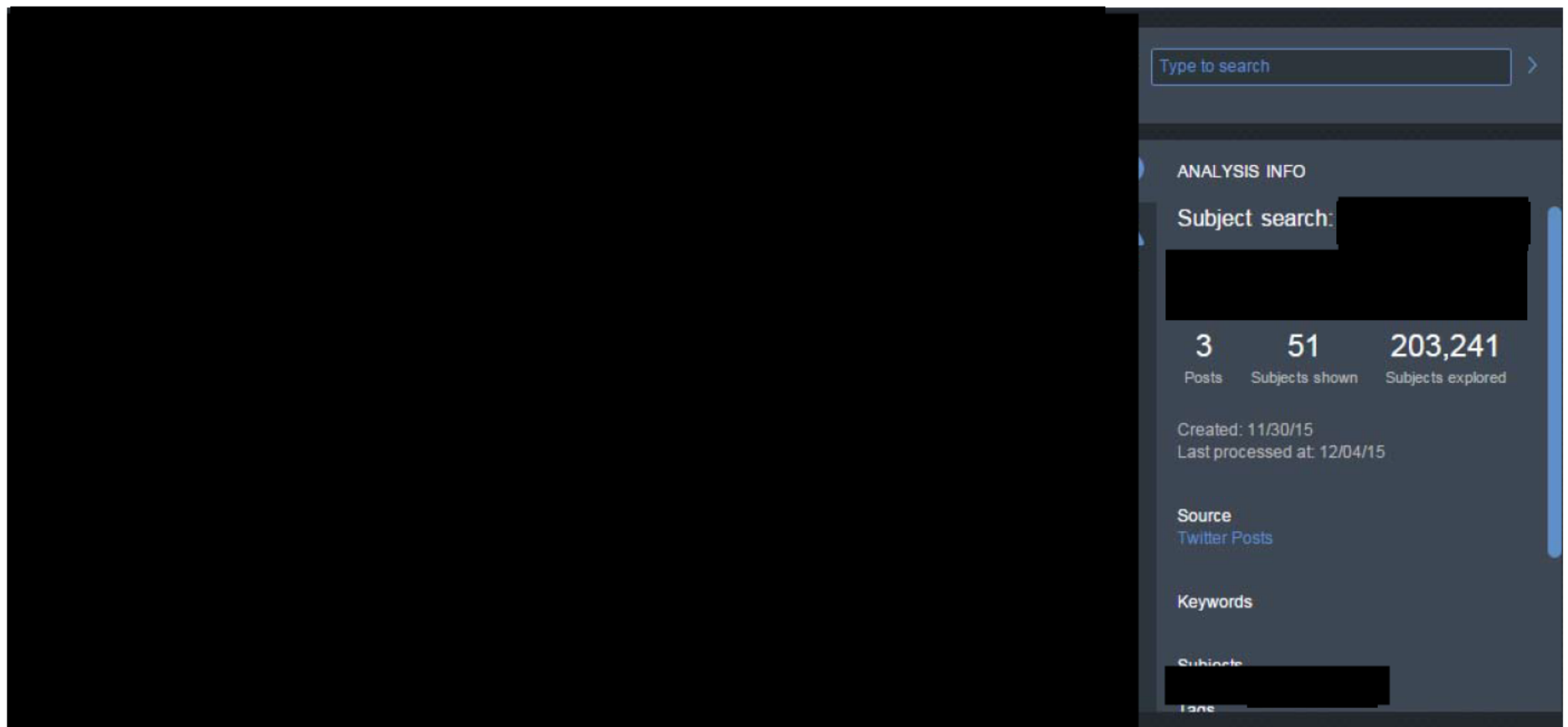
# 1. Identification Using Dunami Software

- Dunami is a sophisticated software tool that goes beyond traditional programs that are solely based on keywords or geo-tagging.
- Intelligence Analysts identify and conduct a descriptive analysis of incidents and students.
- The software enables data mining to:
  - Distinguish at-risk youth, members and associates/"oppositions" of specific street gangs, key influencers, and critical sub factions to better establish a gang network.
  - Identify students that may be influenced by specific area gangs using keywords and algorithms.
  - Pinpoint any students or at risk youth that may help to map a landscape of the gang activity in or surrounding our schools.

# How Dunami Works

- Some of the criteria for identifying an individual is one or more of the following:
  - Gang Names
  - Social Media alias'
  - Keywords
  - Actual Name
  - Threats and Location
- Once an individual is identified, Dunami uses an algorithm to evaluate several criteria and identify more people. Dunami typically searches hundreds of thousands of user accounts for:
  - Communication, Cross-communication/cross posting, likes/followers, negative responses, etc...

# The Tool



## 2) Intervention

- CRR builds upon CPS' intervention strategies to redirect students heading down a negative path.
- The premise of CRR is that students do not want to be in the negative lifestyle and that this level of stress only further perpetuates their involvement.
- In partnership with Chicago Police Department (CPD) and CPD's Gang School Safety Team (GSST), CRR is able to bridge where the student is and where the student truly wants to be.
  - Interventions include the following strategies:
    - Tapping into a youth's fear for their own safety
    - Engaging empathy and concern for others they care about
    - Working with the youths to identify their needs, including identifying opportunities to achieve success and status through positive outlets, including mentoring and school activities.

### 3) Tracking in Verify

Background Narrative

ANSM received an intervention request from Intelligence Team.

Spell Check

#### NSM Followup

+ Add new record Refresh

Date	Username	NSM Narrative
3/22/2016 2:45:00 PM	masmith41	ANSM and Intelligence Supv. met with the student [REDACTED] states that [REDACTED] is not gang involved but [REDACTED] does, "hang with guys". [REDACTED] informed me that 10-4L is a collaboration of different gangs ranging from Gangster Disciples, mickey Cobras and New Breeds. [REDACTED] is more likely to associate [REDACTED] with the New Breeds. [REDACTED] also states that the disagreement that was on social media was blown out of proportion and made remorseful statements about [REDACTED] personal post regarding the death of a former schoolmate. Was GSST/CPD involved with the intervention? No Was this a group intervention or One-on-One? One-on-One What resources/mentoring did you connect the student with? The student named the P.E. teacher, Ms. Crowder, as a resource that [REDACTED] can confide in. ANSM will speak to Ms. Scott, One Summer Chicago Rep about possible summer employment for the student, ANSM will also speak with Dean Spaulding about enrolling the student in [REDACTED] Follow-Up Date - 4/5/16

Save

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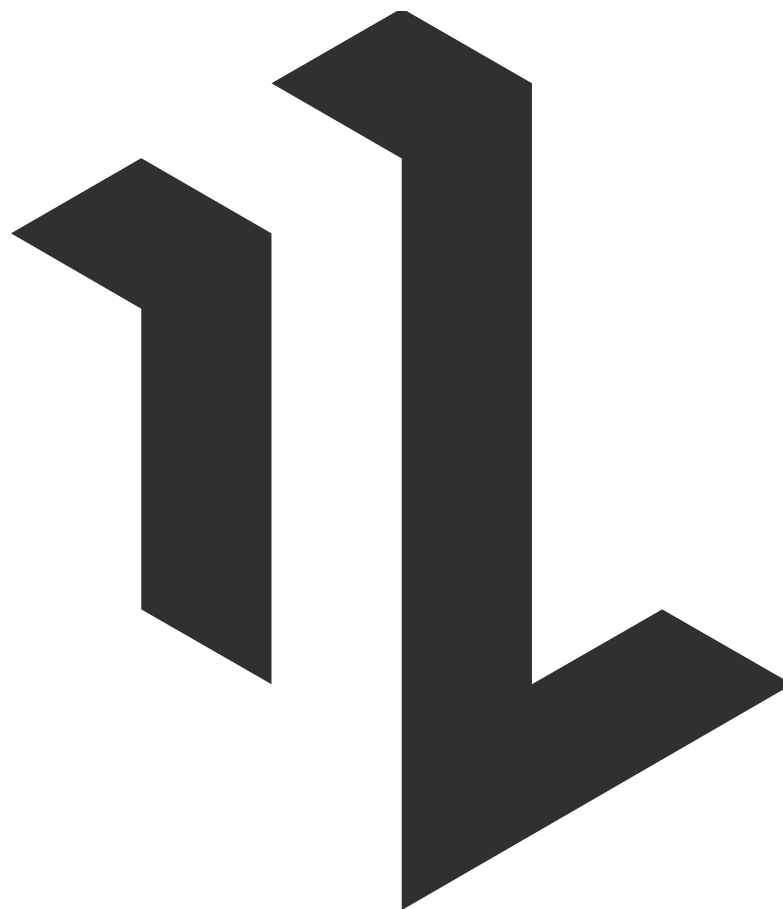
# Results to Date

- There have been 140 cases identified for intervention via CRR since 06/01/15
- Of the cases so far, there has been positive feedback from students, parents and schools.
- Thousands of accounts are now logged and being monitored.

Region	# Cases/Interventions
North	12
Southwest	24
South	33
Far South	32
West	39

# Evaluation Strategy

UChicago  
Urban Labs



# Primary Research Questions



1. Are there **differences in the incidents and students** referred to CPS through the social media monitoring reports and typical referral channels?
2. What is the **impact of CRR** on individual student schooling and behavioral outcomes?

# Primary Research Questions

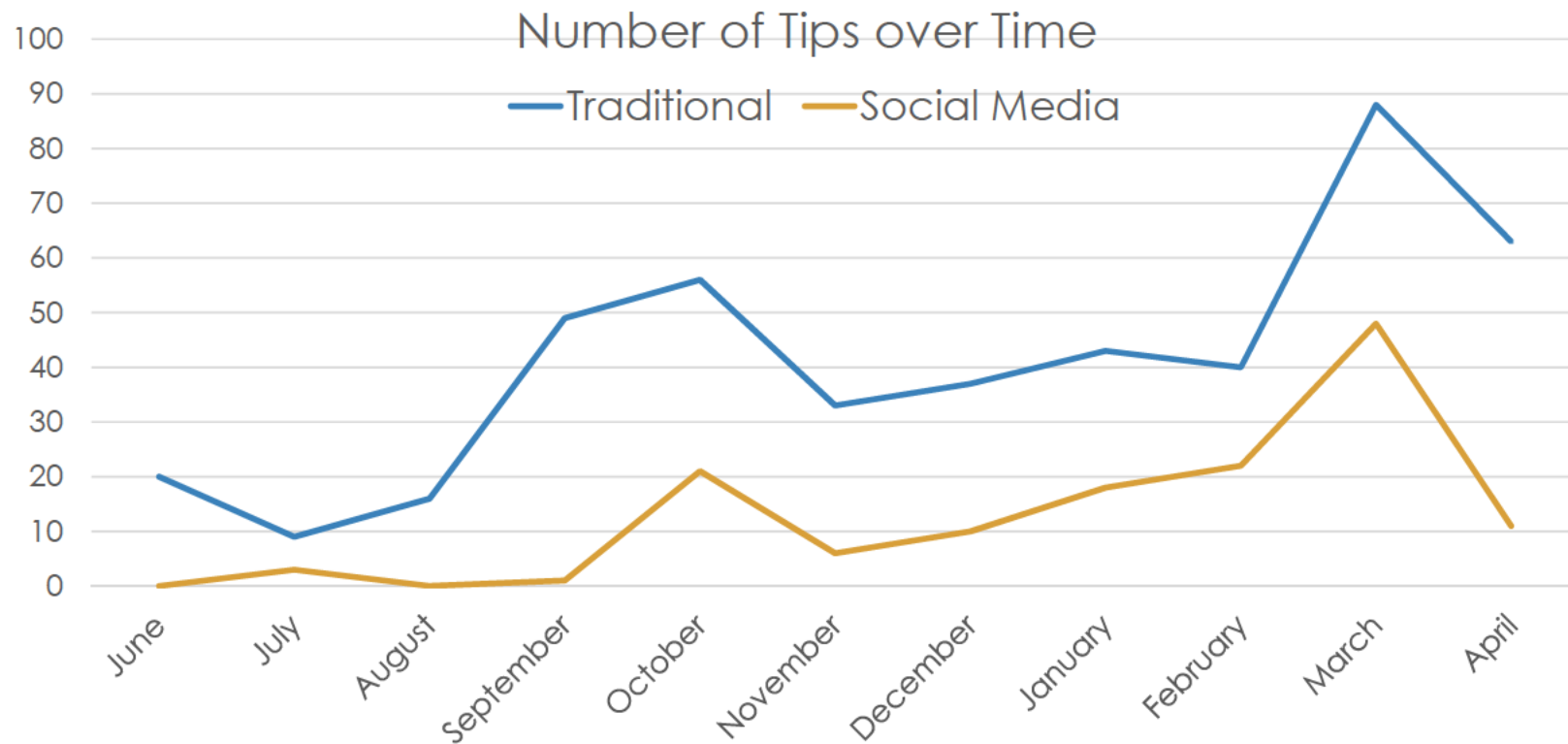


Are there **differences in the incidents and students** referred to CPS through the social media monitoring reports and typical referral channels?

# Data



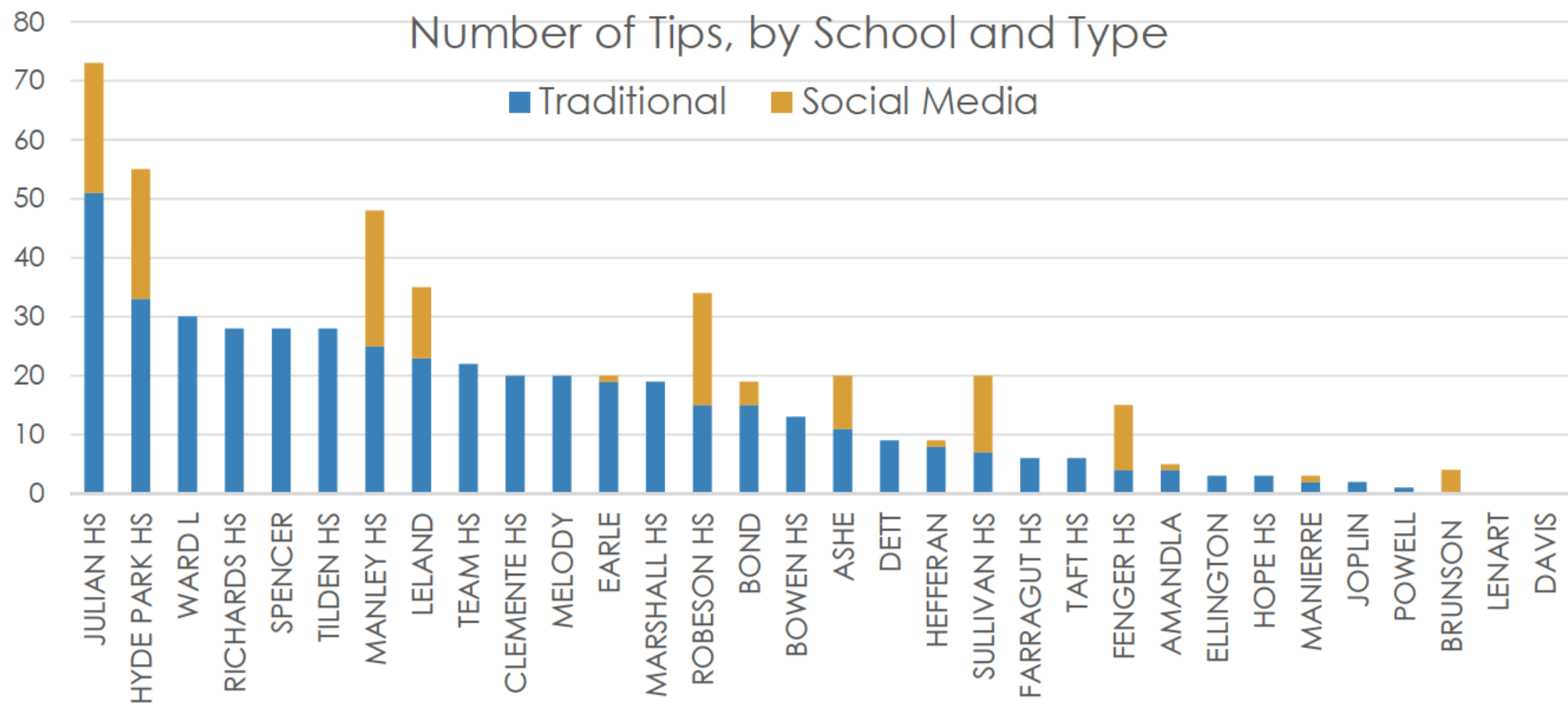
The number of CRR tips follows the same trend as traditional tips.



# Data



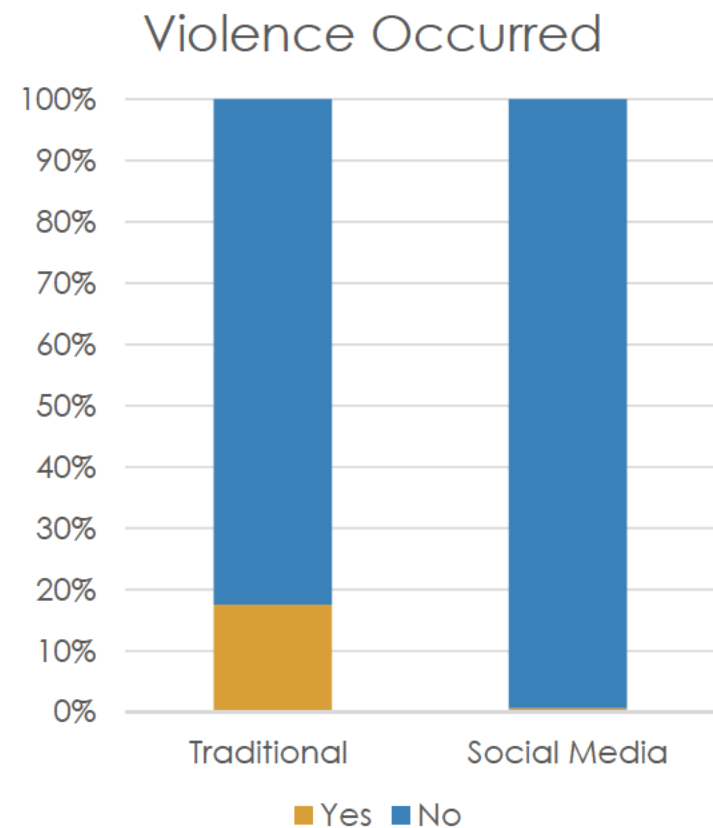
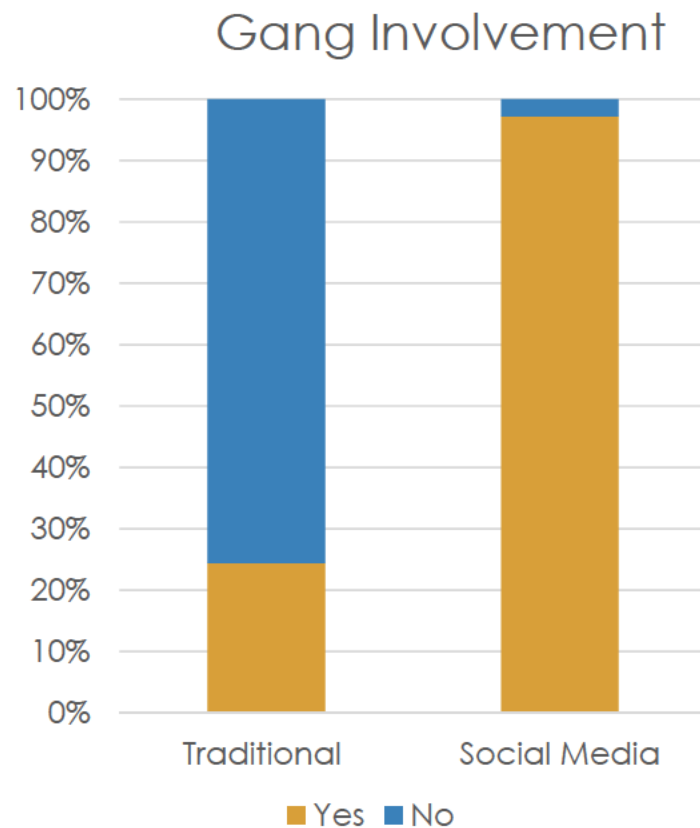
Treatment and control schools have similar variation regarding number of tips.



# Data



The content of the Social Media tips is different from traditional tips



Are there **differences in the incidents and students** referred to CPS through the social media monitoring reports and typical referral channels?

1. Descriptive analysis that compares the number of incidents, student demographic characteristics, student behavior, and schooling indicators.
2. Assess if more highly influential students are identified.
3. Conduct interviews with school staff and GSST members to understand if and how the program is informative in service provision.

What is the **impact** of CRR on individual student schooling and behavioral outcomes?

# Program Impact



What is the **impact of CRR** on individual student schooling and behavioral outcomes?

Compare treatment and control school-level statistics related to:

- the number of office referrals
- the number of students referred for GSST and/or Tier 2 or 3 services
- the number of out of school suspensions or expulsions
- the overall school attendance rate
- the percentage of students on-track
- school climate surveys

# Analytical Activities and Timeline



- Staff Interviews (May/June 2016)
  - Qualitative differences
  - Program implementation
- Year 1 Program Evaluation (Fall 2016)
  - Quantitative differences

# School Visits and Case Studies

- Hyde Park High School
- Sullivan High School

A photograph of the front entrance of Hyde Park High School. The building is a large, multi-story structure with a prominent portico supported by tall columns. The entrance is flanked by windows with decorative grilles. A tall light pole stands in front of the entrance. The sky is clear and blue.

Hyde Park High School

Case Study #1

Subject: [REDACTED]

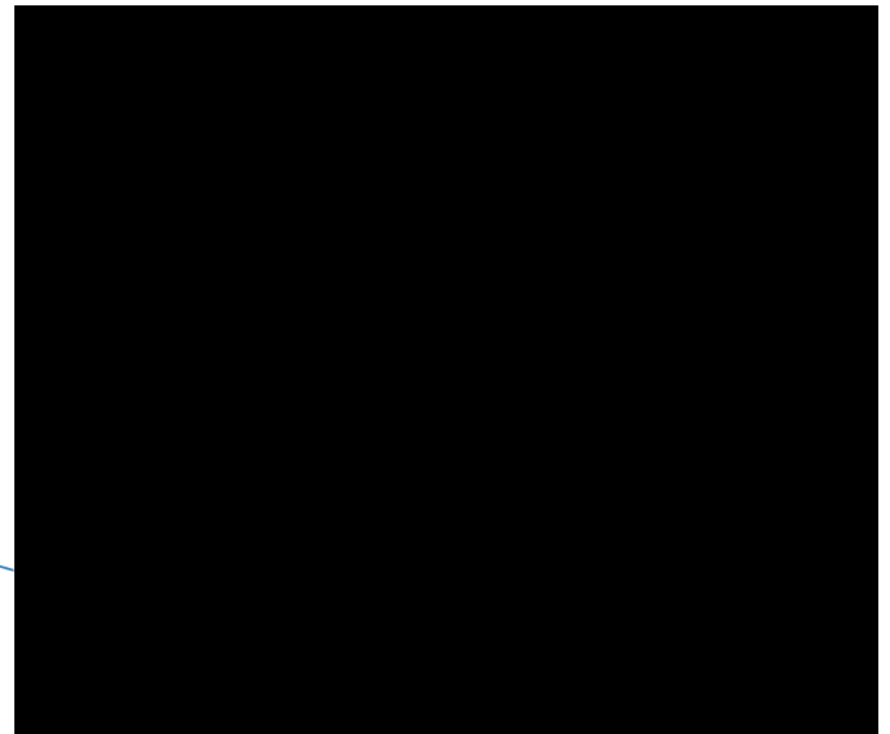
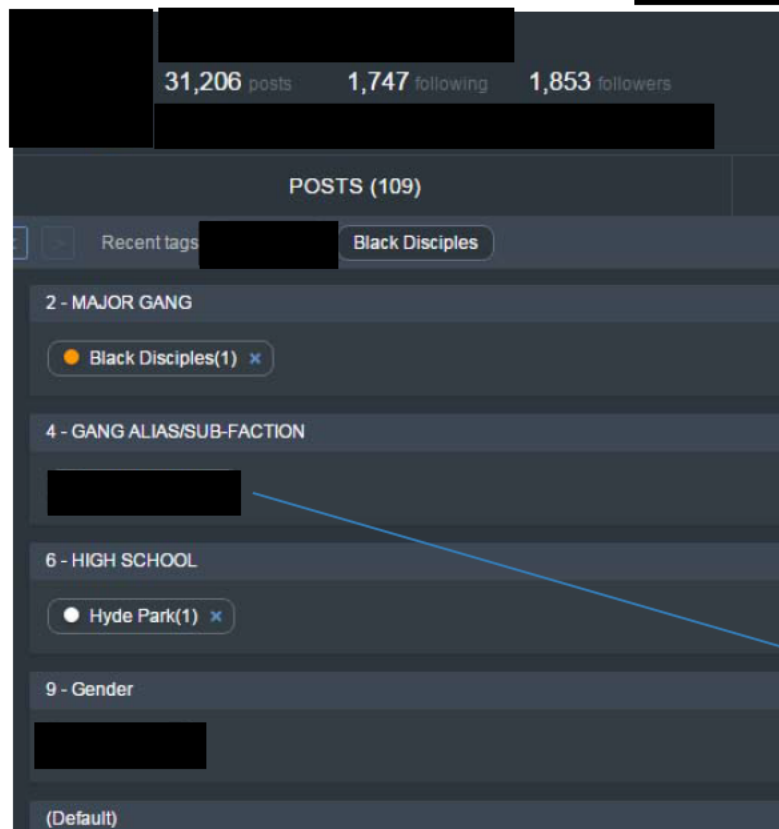
# Hyde Park HS Demographic Information

<b>Location</b>	<b>Hyde Park High School is located at 6220 South Stony Island on the city's Southside.</b>
<b>School Rating</b>	<b>Level 2 Provisional Support</b>
<b>Grade Levels</b>	<b>9-12</b>
<b>Student Population Count</b>	<b>583</b>
<b>School Type</b>	<b>Neighborhood</b>
<b>CRR Social Media Case Count (As of April 2016)</b>	<b>23</b>
<b>Known Area Gangs</b>	<b>Stony Spot, ABM (BPSN) 650 Set, NLMB (BPSN) 300/600 (Black Disciples) 4BE (400 Block East/Black Disciples) JoJo World, No LuV (Gangster Disciple)</b>

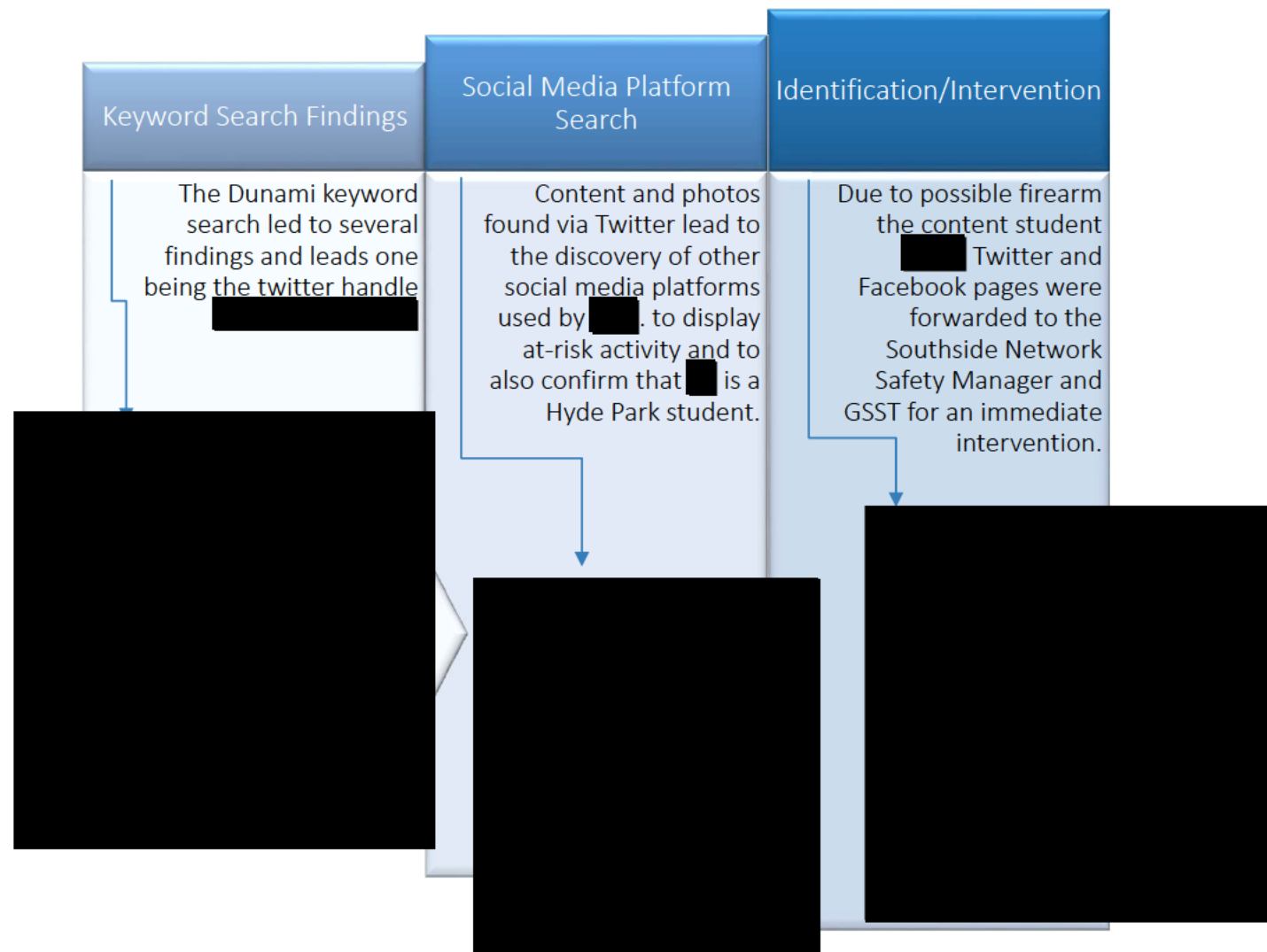
*\* As one of the treatment schools used in our CRR study, our intelligence team uses the Dunami system to identify potential at-risk students who may be participating in gang activity in or around Hyde Park High School.*

# Dunami Software to Intervention Referral Process

Dunami keyword searches are critical to the process of identifying students via social media. In the case of subject [REDACTED] keywords such as Hyde Park, HPA, Thunderbirds, and Stony Island were entered to begin the initial search. Dunami allows students to be identified using terms and hashtags in multiple categories. Creating tags (i.e. [REDACTED]) also increases the search output.



# Dunami Software to Intervention Referral Process



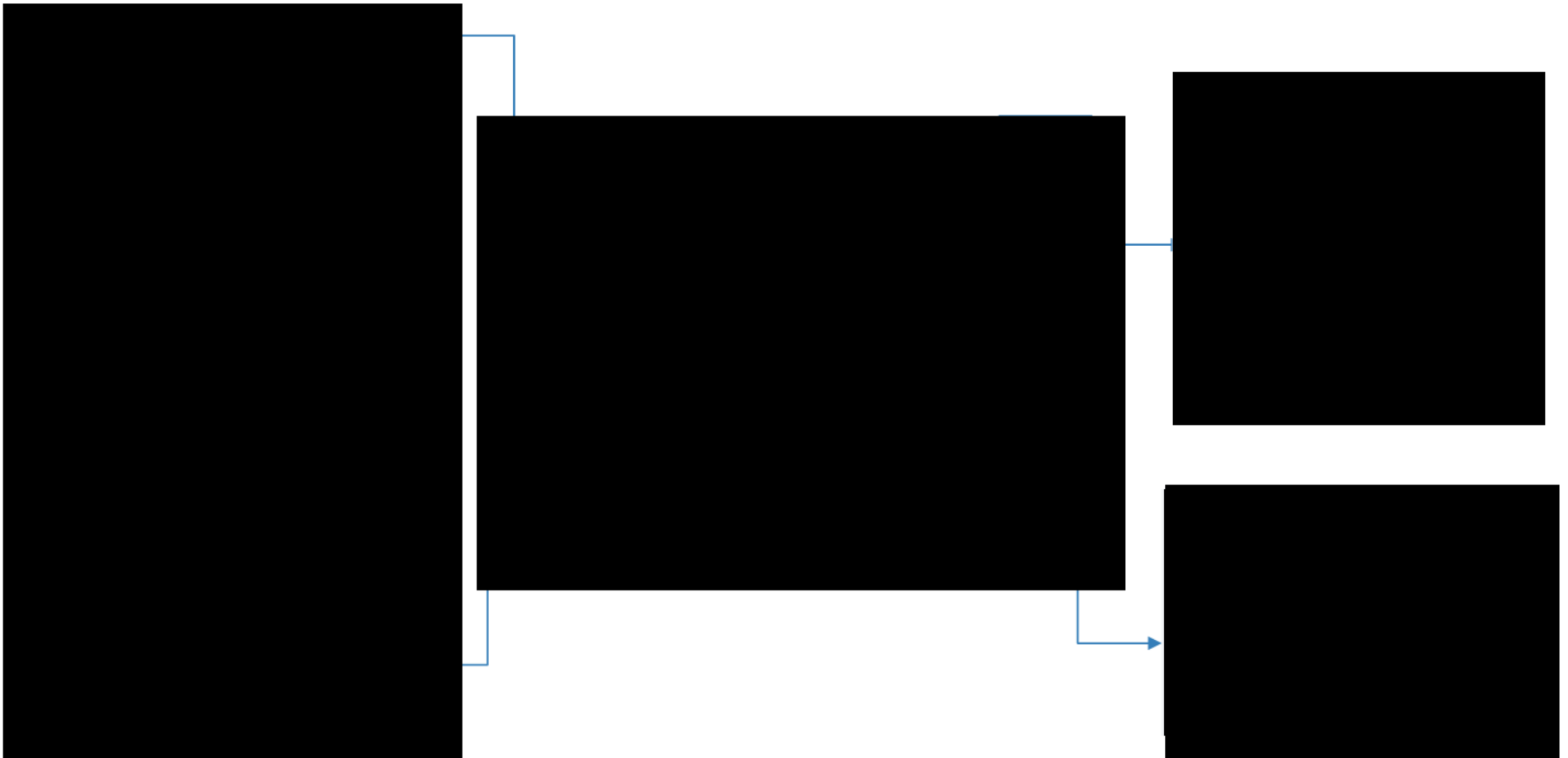
## Connections - Identifying Other Students At Risk

By identifying [REDACTED] Twitter account, Dunami was able to link [REDACTED] Facebook profile resulting in more detailed search results. These results then led to the reveal of other at-risk students. A more intensive search also gathered information to support recommendations for intervention, additional connections and accounts to feed into Dunami for search purposes.



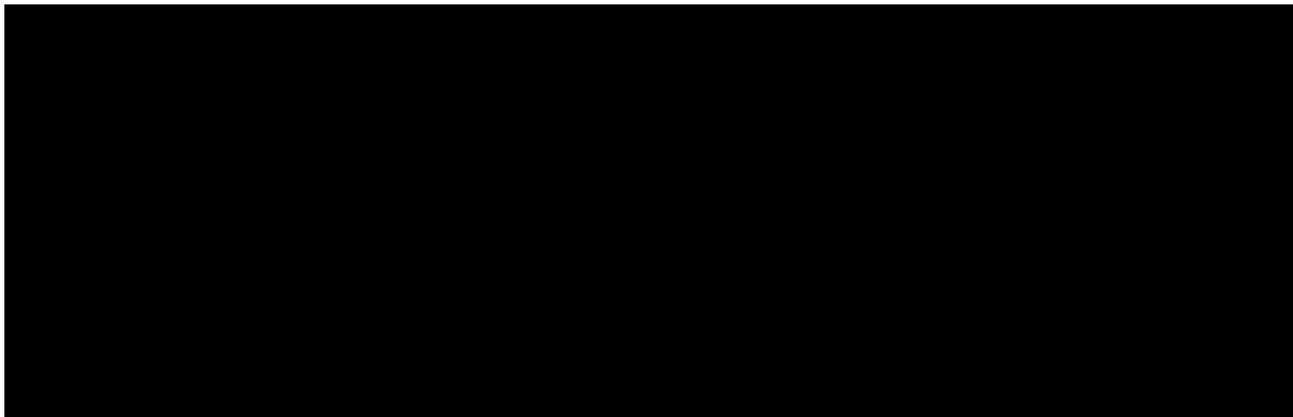
## Connections - Identifying Other Students At Risk

After the discovery of subject [REDACTED] Dunami was able to create a map which led to the discovery of more Hyde Park students and students from other schools that may be involved in at-risk activity.



# Intervention/Conclusion

- An intervention was completed for [REDACTED] and it was discovered that he was not in a gang.
- He stated to Network Safety Manager that he claimed Stretch Gang due to being angry and feeling alone after [REDACTED]. \*As displayed by his social media posts.



- Subject [REDACTED] agreed to change [REDACTED] profile name and stated that [REDACTED] will no longer post any negative content on social media. [REDACTED] also confirmed the image of what appeared to be [REDACTED] holding firearm. [REDACTED] admitted to using a black and white filter to make the gun appear to be authentic, it was however a BB gun. [REDACTED] stated that [REDACTED] is currently living with [REDACTED] which has also influenced [REDACTED] negative behavior.
- [REDACTED] was assigned a mentor following [REDACTED] intervention.



Sullivan High School

Case Study #2

Subject: [REDACTED]

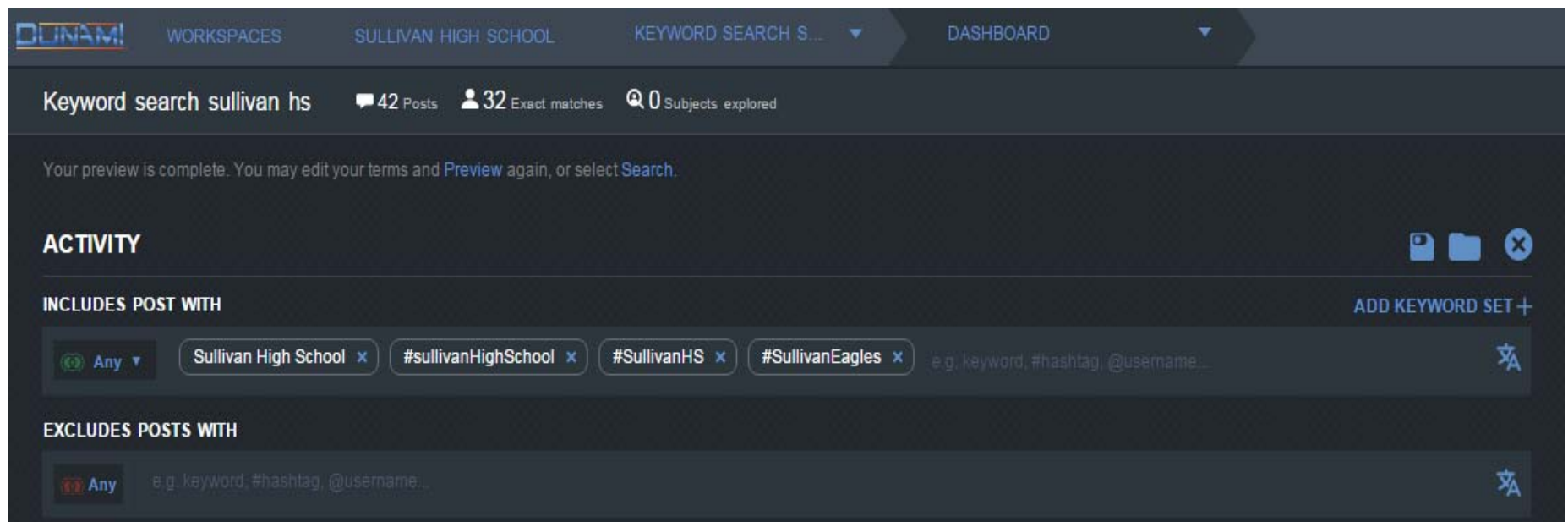
# Sullivan Demographic Information

Location	Sullivan High School is located at 6631 N. Bosworth Ave. on the city's Northside
School Rating	Level 2 Provisional Support
Grade Levels	9-12
Student Population Count	583
School Type	Neighborhood
CRR Social Media Case Count (As of April 2016)	12
Known Area Gangs	Pooh Bear Gang Latin Kings LOC City Black Disciples

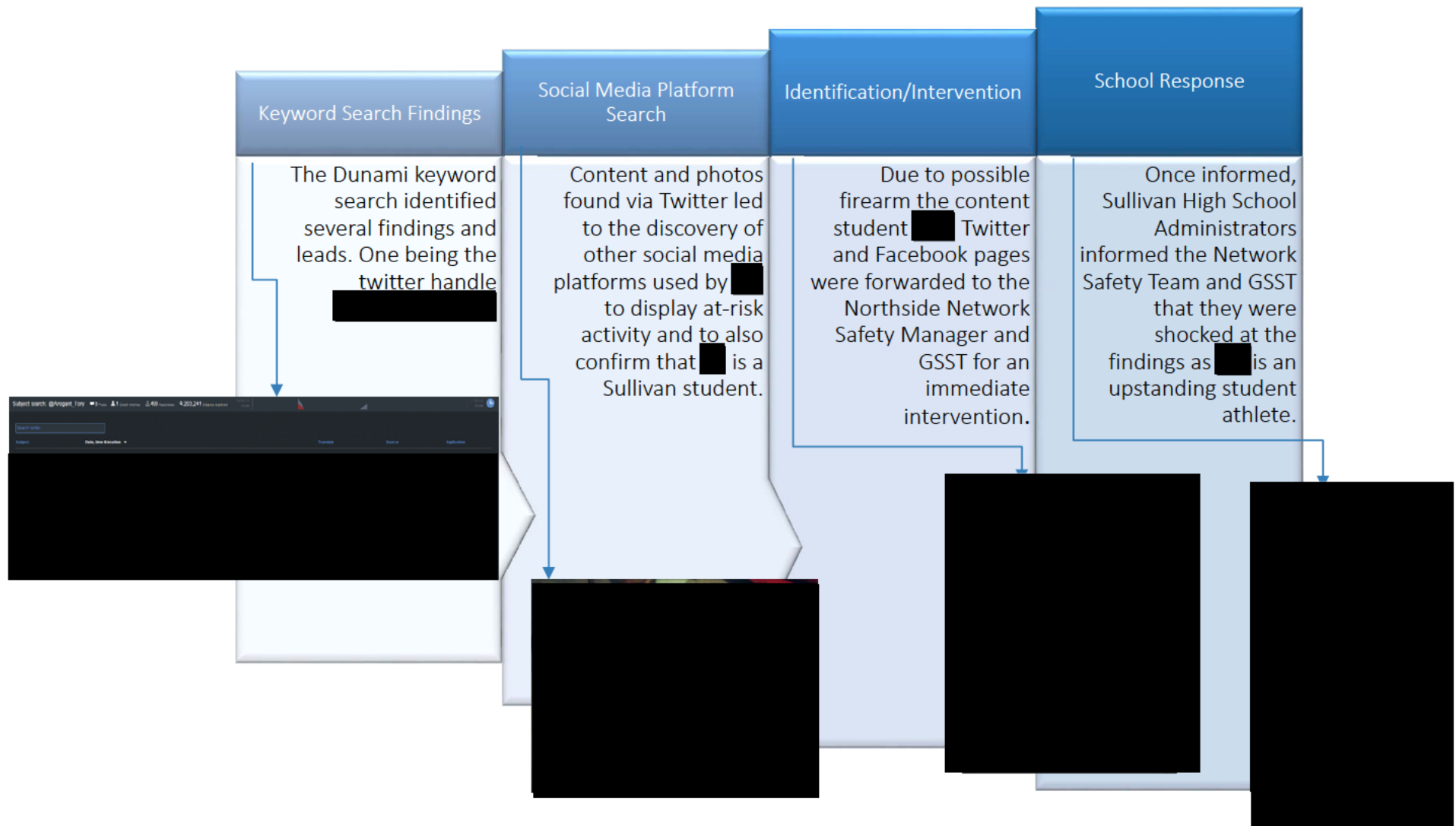
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# Dunami Software to Intervention Referral Process

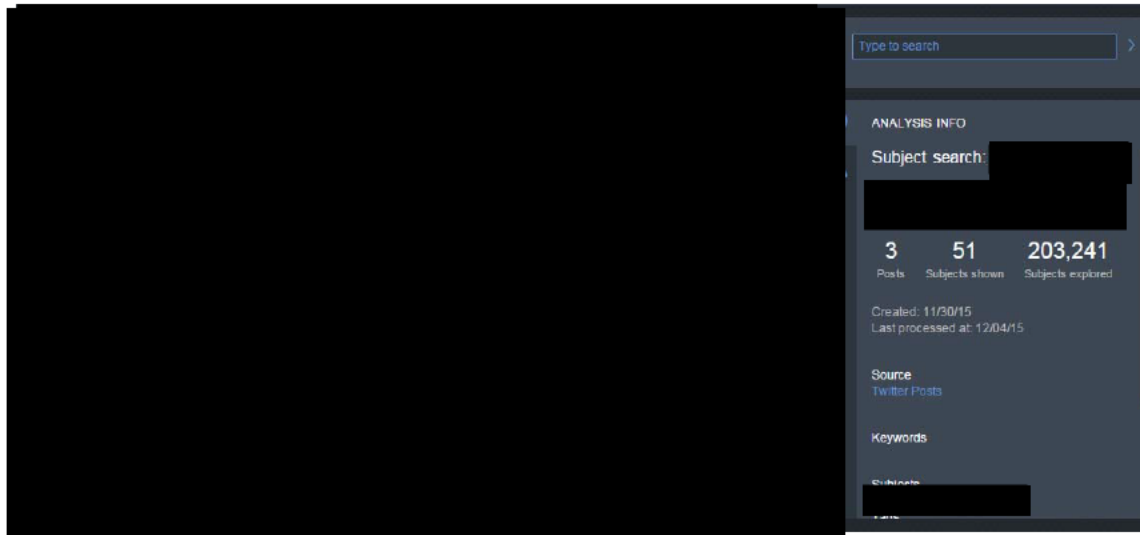
Dunami keyword searches are critical to the process of identifying students via social media. In the case of subject [REDACTED], the hashtags #SullivanHighSchool #SullivanHS #SullivanEagles were entered to begin the initial search.



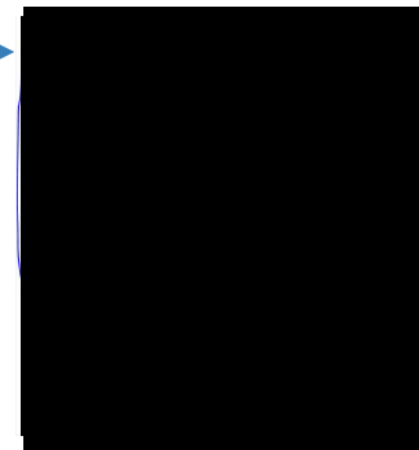
# Dunami Software to Intervention Referral Process



## Connections – Identifying Other Students At Risk



Dunami software showed subject [REDACTED] closest followers on Twitter which assisted in locating other possible Sullivan High School students that may also be at risk.



Subject [REDACTED] was found to have content posted via social media that may put [REDACTED] at risk. Photos included gang hand signs and what appeared to be firearms.

The same investigation technique that was used to identify subjects [REDACTED] and [REDACTED] led to subject [REDACTED]. Photos posted showed [REDACTED] holding what appeared to be a firearm. Recent verify reports showed [REDACTED] to be in conflict with a fellow student that claims affiliation to PBG (Pooh Bear Gang) Sullivan administration believed [REDACTED] to be a member of LOC City which are rivals of Pooh Bear Gang.

# Intervention/Conclusion

- An intervention was completed for student [REDACTED]. The student was found not to be gang affiliated, [REDACTED] also stated that the gun seen in the photos was a BB gun not an authentic firearm. Northside Network Safety Managers explained the dangers of posting gang related photos and pictures that contain possible firearms on social media. Student [REDACTED] immediately removed the photos from [REDACTED] social media pages and is focused on graduating at the end of this year.
- Due to the connection with subject [REDACTED] subject [REDACTED] was also given an intervention. [REDACTED] stated that [REDACTED] is not gang affiliated, but has friends who are actively involved in gang activity. Since the intervention, [REDACTED] has taken down the photos from [REDACTED] social media pages. A follow up intervention will be held to check [REDACTED] status.
- After an intervention, subject [REDACTED] was transferred out of Sullivan High School as a means to de-escalate tension between [REDACTED] and other students found to be affiliated with the rival Pooh Bear Gang. [REDACTED] has also removed all images of any gang activity and [REDACTED] posts have been focused more on positive subject matter. Since the transfer Sullivan HS administration reports that the remaining students that were involved have been reflecting more positive behavior.